



2

# CHAPTER TWO

## *Community Snapshot*





## COMMUNITY SNAPSHOT

A Comprehensive Plan is concerned with the future of a community. Specifically, this Plan considers the next 10 to 20 years. Engaging in a comprehensive planning process allows the City to have more control over its future, and the opportunities and challenges it will face.

Comprehensive planning enables the City to proactively manage future growth, development and redevelopment, by taking into consideration community-wide issues and goals. Before the recommendations of this Plan were developed, a foundation of information was analyzed including community preferences as identified through public input and engagement processes; a review of demographic and socioeconomic trends; and a market opportunity analysis prepared for four of the City's major commercial corridors.

The following pages summarize this information and provide an update to the 2009 Comprehensive Plan data.



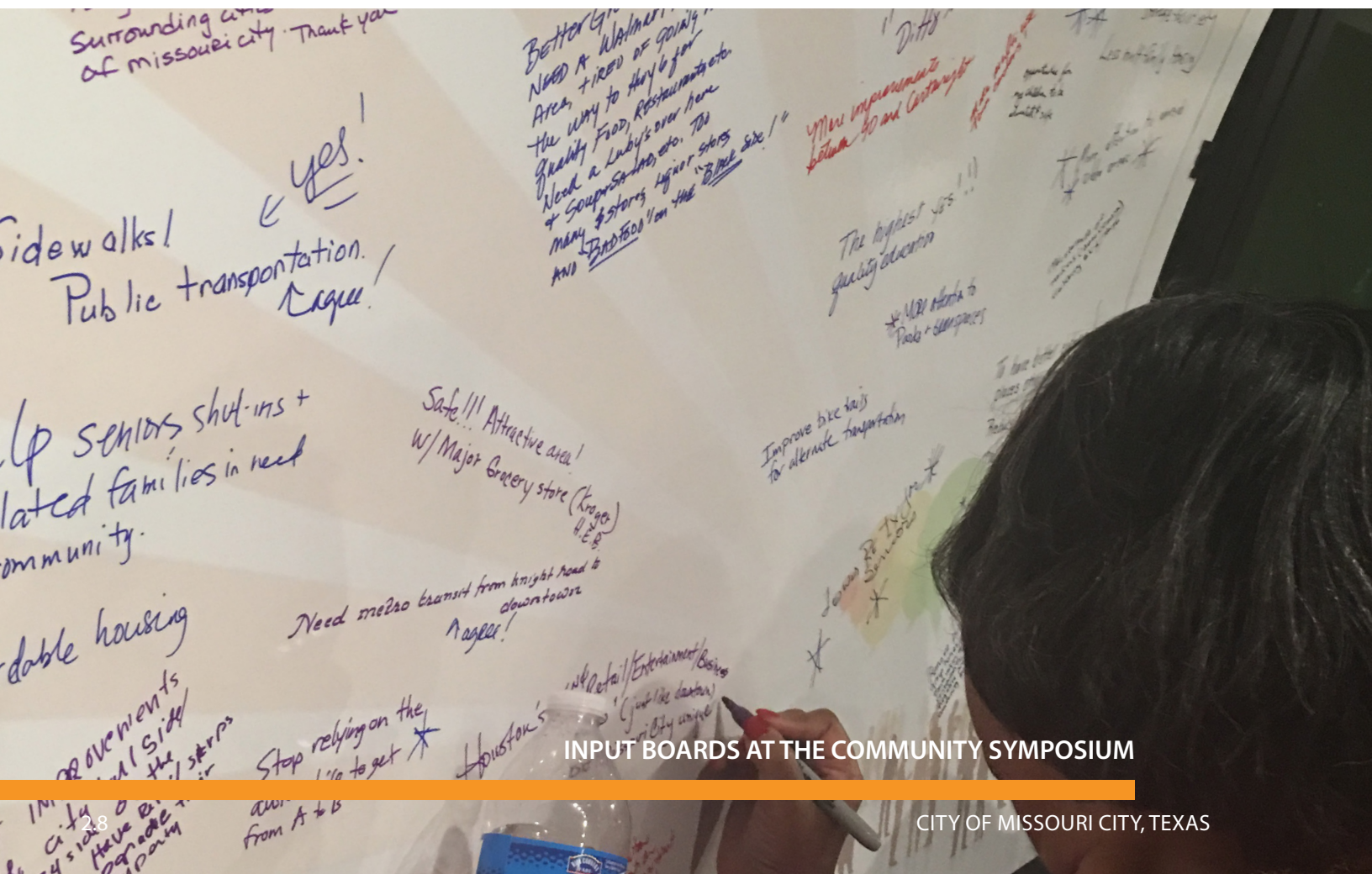
## DEMOGRAPHIC AND SOCIOECONOMIC TRENDS

The projections included in this Plan are based upon data collected from the City's Development Services Department, the United States Census Bureau (Census 2000, Census 2010, and 2011-2015 American Community Survey), ESRI Business Analyst, RCLCO, the Houston-Galveston Area Council (H-GAC), the Texas Water Development Board (TWDB), and the Texas State Data Center. A Compound Annual Growth Rate (CAGR) of 1.0 and 1.5 percent was applied to provide for comparison between certain data. The TWDB projections are typically higher than most to avoid underestimating future water supply needs. The projections provided by the City and H-GAC are more localized and are a closer reflection of anticipated future growth.

## POPULATION

Scenarios considering the City's population growth have been projected through the year 2040. These projections are based on anticipated growth within the greater Houston area, past City growth rates and anticipated future development within the city limits and ETJ. Population growth places increased demands on infrastructure and services, including: housing availability, efficiency in the provision of public utilities, transportation, adequate public safety, schools, and recreation. Planning for growth seeks to anticipate these demands while considering the City's fiscal outlook.

The City's 2015 population estimate of 71,482 within the incorporated city limits is an approximate 26 percent increase over the Census 2000 recorded population, and a six percent increase from the 2010 Census count. It is projected that this population growth will continue, increasing the population within the city limits by more than 22 percent by 2040. The City's ETJ is estimated to have a population of approximately 26,481 in 2015; with growth expected to continue to 36,026 by 2030. The Riverstone community in the City's ETJ is nearing completion, however new construction has commenced within an area known as Sienna South in the Sienna master planned community. It is projected that the total planning area will yield between 117,802 and 142,295 persons by 2040.



The 2016 Community Survey found that residents generally have a positive perception of the City. Nearly 90 percent of respondents rated the City as an excellent or good place to live. Approximately 82 percent rated the City as an excellent or good place to raise children.

The 2016 Community Survey also identified what residents view as the top community priorities. The **highest priority** areas included:

- Maintenance of city streets, sidewalks, and infrastructure;
- Flow of traffic and congestion management;
- Visibility of police in neighborhoods;
- Senior citizen programs; and
- Enforcement of local codes and ordinance

The prevailing messages from both surveys is that the City is moving in the right direction and residents are satisfied with many of the policy decisions and services that are provided.

*What types of businesses and jobs are most important so that Missouri City's economy is sound and successful?*




-  **Professional**
-  **Retail/Restaurants**
-  **Healthcare**
-  **Hospitality**
-  **Industrial/Technology**

*In order to encourage development*

**54.75  
PERCENT**

*said that they would support the creation of incentive packages for developers including, but not limited to, tax abatement or reimbursement for certain improvements made.*

**TOP 3 ASSETS:**

-  Proximity to major metropolitan areas (i.e. it can take 20 minutes or less to get to downtown Houston)
-  Educational opportunities and the reputation of local schools
-  Neighborhoods

*How important or unimportant are the following to you in terms of Missouri City's quality of life?*

ITEMS	VERY IMPORTANT
Appearance of the City	✓
An effective roadway network	✓
Employment opportunities	✓
Enhancing the City's identity	✓
Local retailers and specialty shops	✓
Parks and trail system	✓
Safe and easy to walk	✓

**TABLE 2.1: MISSOURI CITY & ETJ POPULATION ESTIMATES & GROWTH PROJECTIONS  
2015 - 2040**

(Estimated Number of Persons at End of Calendar Year)

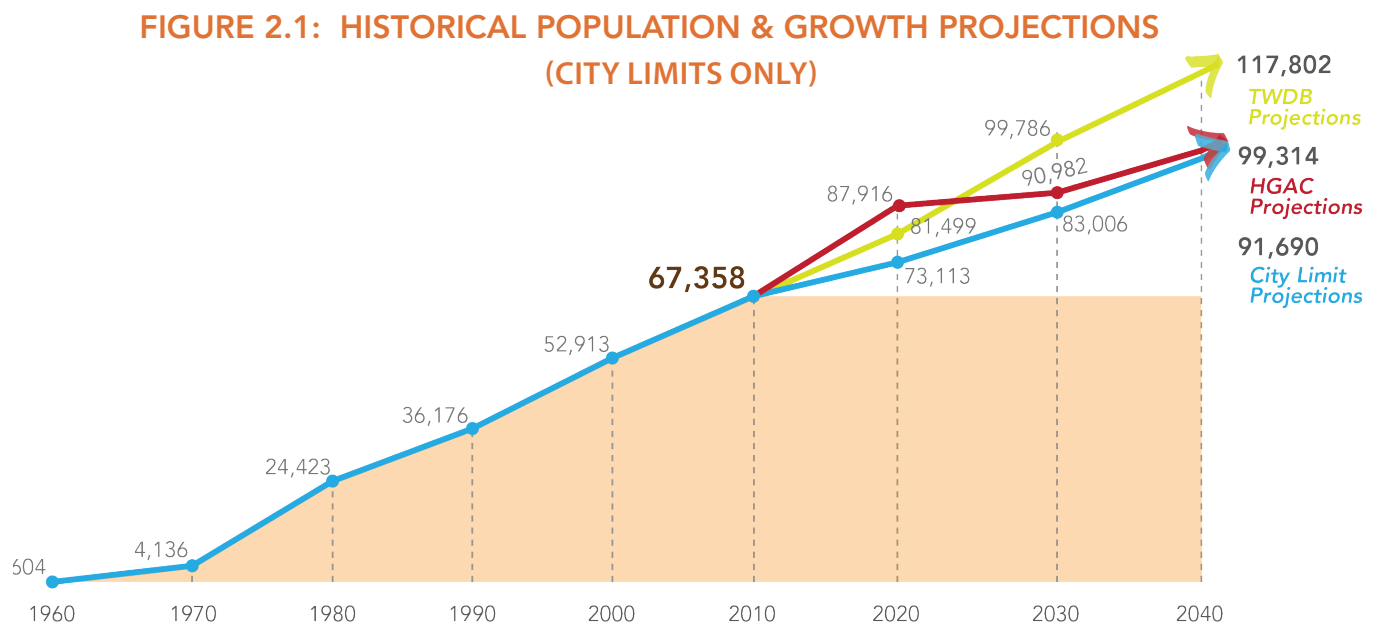
YEAR	CITY LIMITS (1% CAGR)	ETJ (1% CAGR)	TOTAL PLANNING AREA (1% CAGR)	CITY LIMITS (1.5% CAGR)	ETJ (1.5% CAGR)	TOTAL PLANNING AREA (1.5% CAGR)
2015	71,482	26,481	97,963	[2015 - 2024 Projections were provided by the Development Services Department]		
2016	71,812	28,330	100,142			
2017	72,141	30,178	102,319			
2018	72,470	32,026	104,496			
2019	72,799	33,115	105,914			
2020	73,113	34,203	107,316			
2021	77,998	30,674	108,672			
2022	78,174	31,762	109,936			
2023	78,486	32,850	111,336			
2024	78,195	33,938	112,133			
2030	83,006	36,026	119,031	85,502	37,109	122,611
2040	91,690	39,795	131,485	99,228	43,067	142,295

(1) Population Estimates and projections based on estimated and projected cumulative housing completions, and Missouri City's occupancy rate (99%), and average household size (2.97 persons) as estimated by the 2009-2013 US Census American Community Survey.

(2) Housing completion estimates and projections based on historical trends.

(3) Assumptions: ETJ Projections only include those areas with an existing DA/SPA. Estimated date of annexation not shown.

Source: Development Services Department - Planning Division, City of Missouri City, Texas. January 2015.



Source: Texas Water Development Board (TWDB) 2016 Regional Water Plan; Texas State Data Center Population Estimates for H-GAC Region Cities (May 2015); U.S. Census 2010; 2009 Comprehensive Plan

## AGE AND HOUSEHOLD

The City's age distribution and household size continues to reflect its identity as a community of families; however, the trends also found that older adults are making decisions to move to the City or to remain in the community as they age.

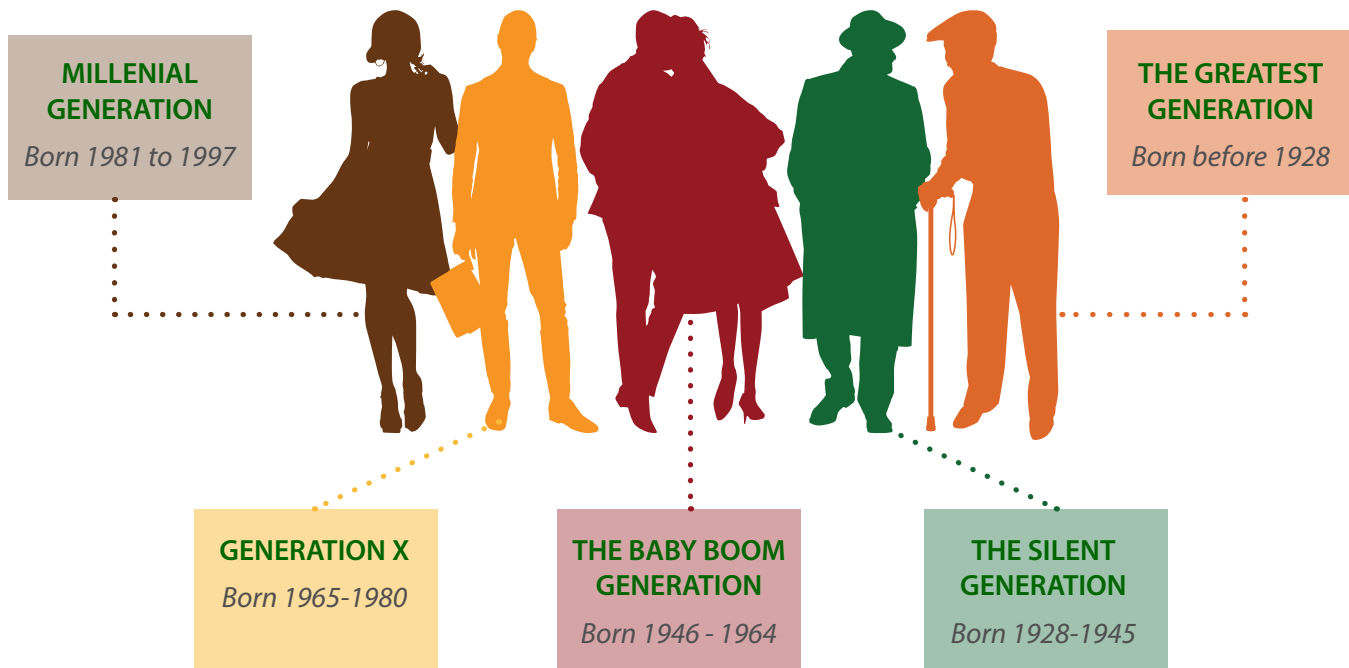
The 2009 Comprehensive Plan found sizable populations within two age cohorts; children under the age of 20 years, which include the Millennial Generation and adults between the ages of 35 and 50 years, which largely consisted of the Baby Boom Generation. At the time, these two age groups, combined, accounted for over 66 percent of the City's total population. By 2015, these two age groups—now comprised of Generation Z and Generation X—make up approximately 47 percent, or less than half of the total population. During the same period, the age cohort 65 years to 74 years, comprised today of the Silent Generation and the Baby Boom Generation, increased by more than 120 percent. This growth in the older population within the City is also reflected in an increase in the median age from 35.5 years, as captured by the 2009 Plan, to 38.9 years in 2015, respectively. Refer to Figure 2.2, Generational Breakdown, to see the respective generations identified across age cohorts.

Older populations are found throughout the City; however, in areas surrounding certain major roadway corridors, Texas Parkway; Cartwright Road; FM 1092; Lake Olympia Parkway; and State Highway 6, concentrations of the population aged 65 years and older can be found more prominently. The older population may be characterized as consisting of individuals that are more likely to be empty-nesters and retirees. As seen in Figure 2.3, Households by Age, nearly 49 percent of the households in Missouri City are between 45 and 64 years of age.

The average household size has declined in the years following the 2009 Comprehensive Plan from 3.09 persons to an estimated 2.95 in 2015 and the share of total households consisting of families has also declined slightly from 85.8 percent to 81.2 percent according to the 2010 Census. Nearly 16 percent of all householders were found to live alone, of which approximately four percent are aged 65 years or older.

*"By 2029, when all of the baby boomers will be 65 years and over, more than 20 percent of the total U.S. population will be over the age of 65."*

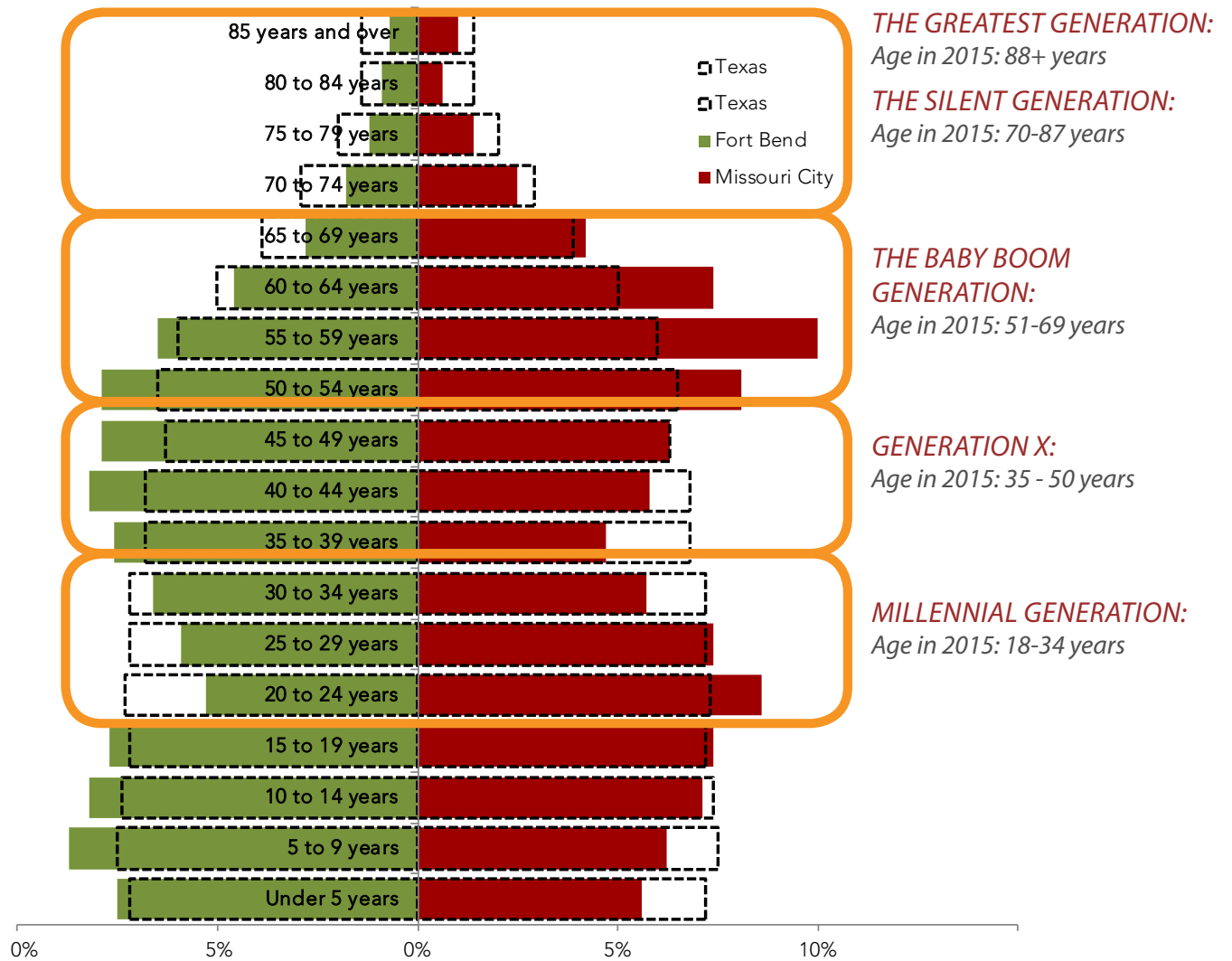
Source: *The Baby Boom Cohort in the United States: 2012 to 2060.*  
[www.census.gov/prod/2014pubs/p25-1141.pdf](http://www.census.gov/prod/2014pubs/p25-1141.pdf) (May 2014).



Source: Pew Research Center. [www.pewresearch.org](http://www.pewresearch.org)

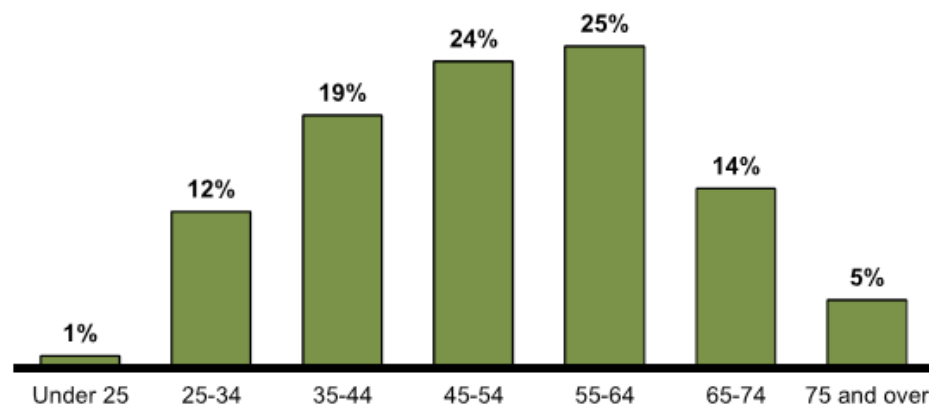


**FIGURE 2.2: GENERATIONAL BREAKDOWN**

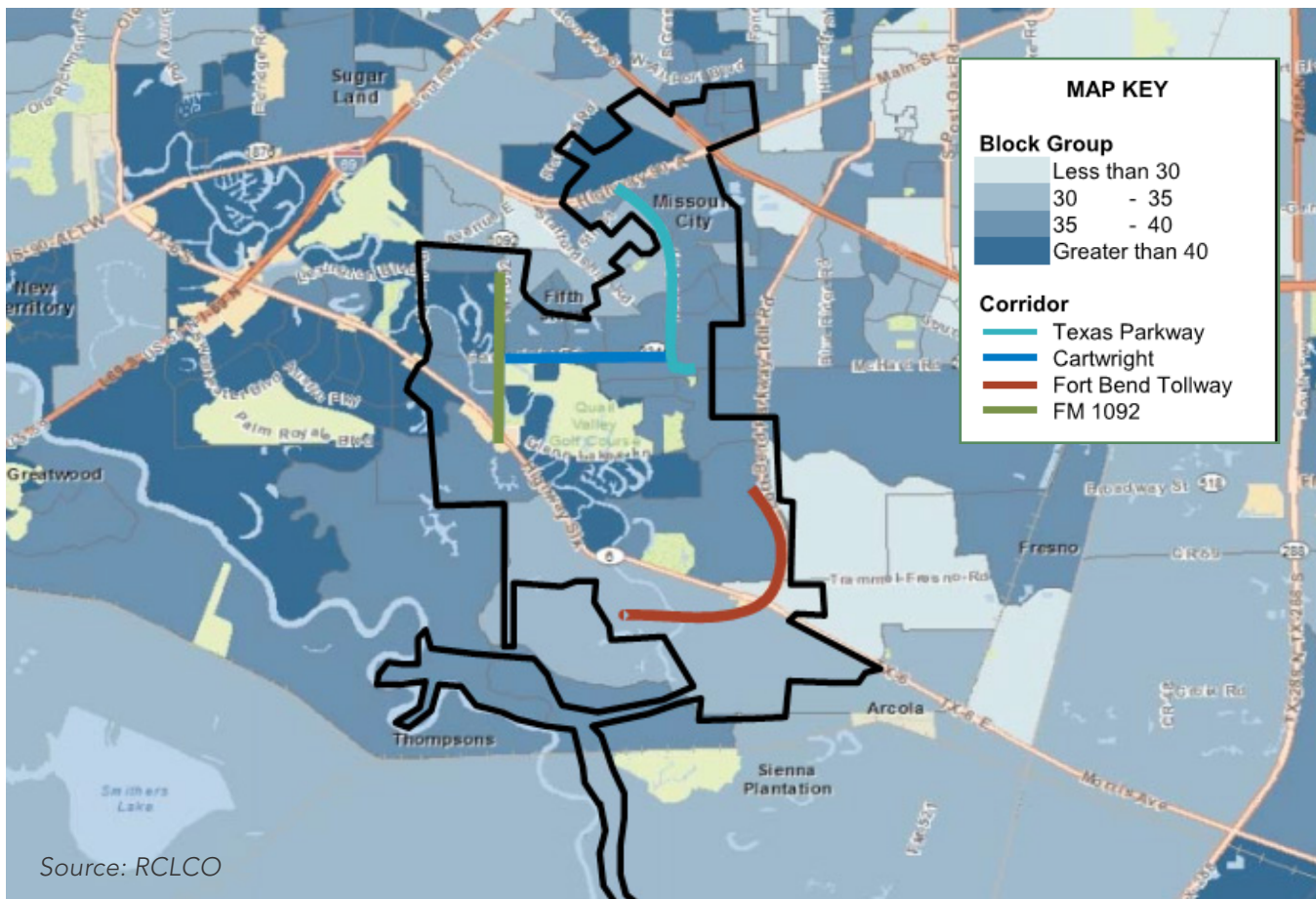


Source: US Census Bureau 2014 ACS 1-year Estimates

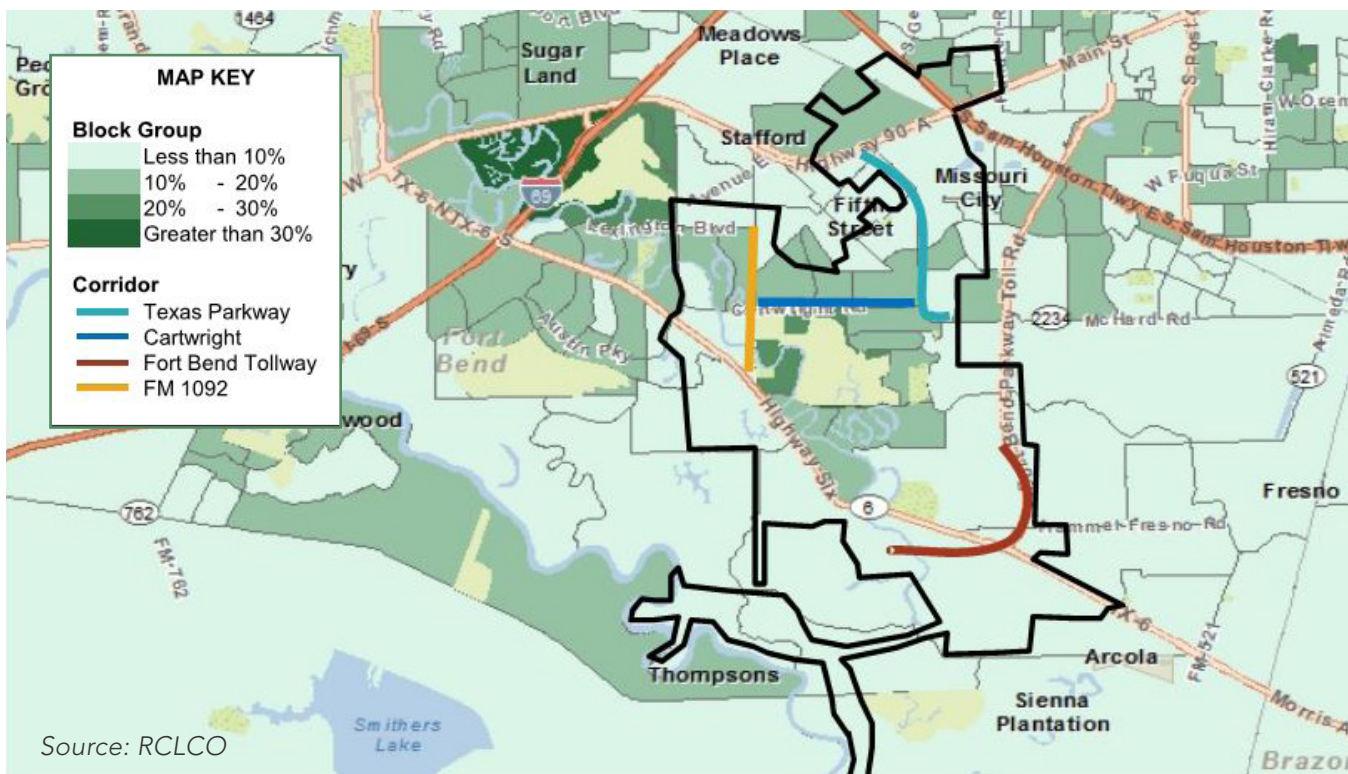
**FIGURE 2.3: HOUSEHOLDS BY AGE**



Source: RCLCO



**MAP 2.1: MEDIAN AGE BY U.S. CENSUS BLOCK GROUP  
SOUTHWEST HOUSTON, TEXAS 2014**



**MAP 2.2: 65+ POPULATION AS PERCENTAGE TO TOTAL POPULATION  
SOUTHWEST HOUSTON, TEXAS 2014**



## RACE AND ETHNICITY

A recent joint report of the Kinder Institute for Urban Research and the Hobby Center for the Study of Texas found that “as of 2010, [the] Houston metropolitan area is the most racially/ethnically diverse large metropolitan areas in the nation...” This same report found that Missouri City is one of two of the area’s most racially/ethnically diverse cities.

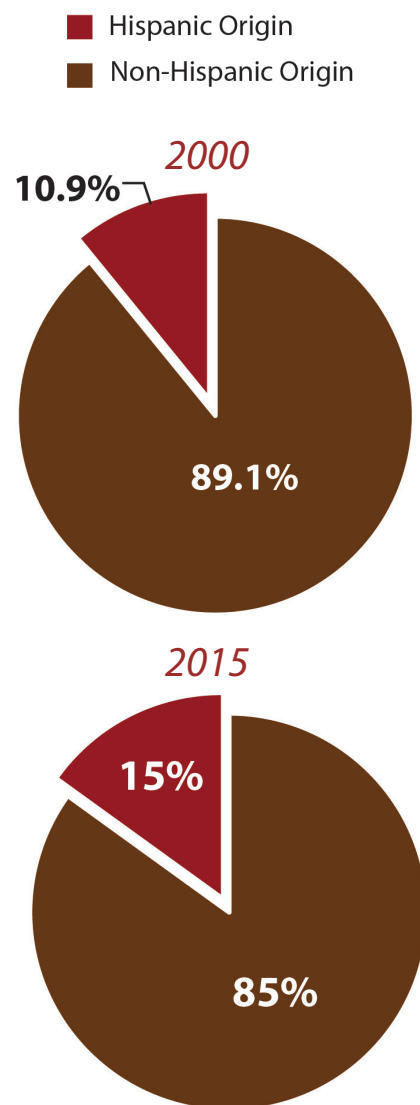
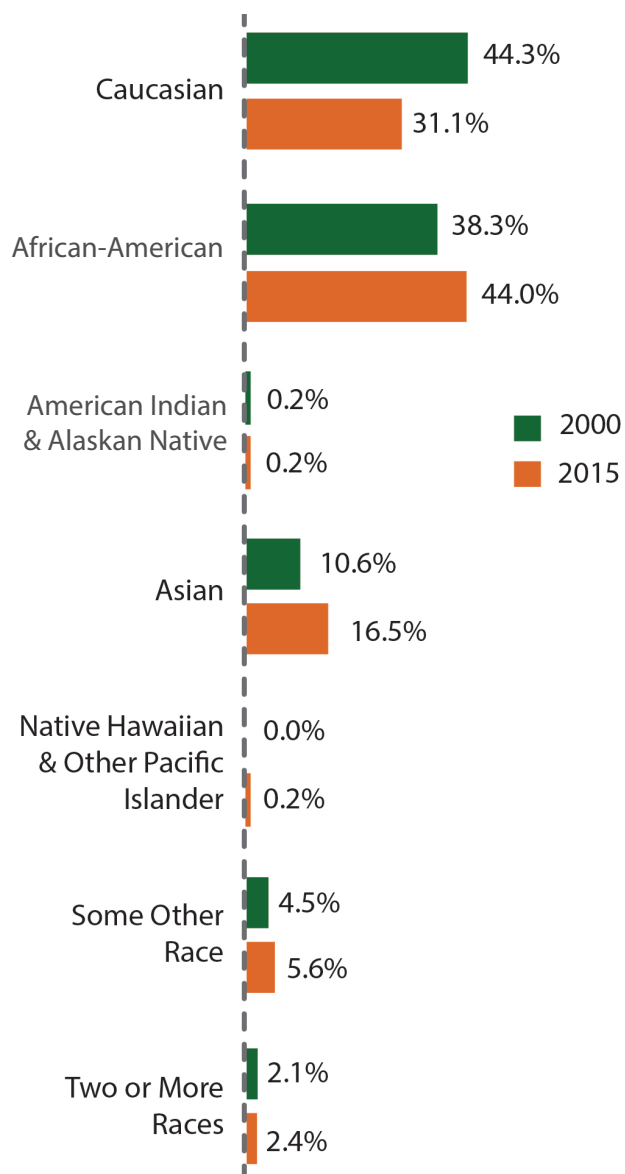
Since the adoption of the 2009 Comprehensive Plan, the racial/ethnic composition of the City continues to become more diverse. Between Census 2000 and Census 2010, increases were found in the Black or African American population (8 percent); the Asian population (45 percent); and the Hispanic - all races population (36 percent). By 2015, these growth trends are estimated to have continued slightly with approximately 44 percent of the population identifying their race as Black or African American; 16 percent identifying as Asian; and 15 percent identifying their ethnicity as Hispanic.



**Today, Fort Bend County has one of the most even distributions among the four major ethnic communities that can be found anywhere in the country, at 20% Asian and others, 24% Hispanic, 21% African-American, and 35% Anglo.”**

*Source: Kinder Houston Area Survey 2016*

**FIGURE 2.4: MISSOURI CITY RACE AND ETHNICITY, 2000-2015**



*Source: 2011-2015 ACS 5-year Estimates*

## HOUSEHOLD INCOME

Missouri City remains a community consisting of a high proportion of affluent households. The growing population of older residents; however, may identify a shift in household spending power that can ultimately influence the City's future land use policy and goals.

**TABLE 2.2: HOUSEHOLDS BY AGE AND INCOME, MISSOURI CITY 2015**

INCOME BRACKET	TOTAL POP.	TOTAL PERCENT (%) OF POP.	PERCENT PROFESSIONALS (Under 25 - 44 Years)	PERCENT EMPTY NESTERS (45 - 64 Years)	PERCENT RETIREES (65 and over)
Less than \$25,000	2,140	9.0	27.8	42.8	29.4
\$25,000 - \$34,999	1,242	5.0	28.5	40.7	30.7
\$35,000 - \$49,999	2,262	9.0	31.6	41.2	27.1
\$50,000 - \$74,999	4,247	18.0	36.2	40.9	22.9
\$75,000 - \$99,999	3,799	16.0	37.4	45.6	17.1
\$100,000 - \$149,999	5,129	21.0	32.2	54.2	13.5
\$150,000 - \$199,999	2,645	11.0	32.9	56.2	10.9
\$200,000 and above	2,606	11.0	25.6	60.4	14.0
<b>Total</b>	<b>24,070</b>	<b>100.0</b>	<b>32.3</b>	<b>48.5</b>	<b>19.1</b>

Source: RCLCO

The median household income in the City increased by approximately 20 percent, from \$72,434 as captured in the 2009 Comprehensive Plan to \$87,955 from the 2015 U.S. Census estimate. Nearly 59 percent of Missouri City households are earning more than \$75,000 a year, while 15 percent of all households earned less than \$35,000.

When accounting for age, data obtained from ESRI Business Analyst and analyzed by RCLCO found that empty nesters (aged 45-64 years) and retirees (aged 65 and over) made up approximately 68 percent of all households and roughly 72 percent of all households earning less than \$35,000. The largest concentrations of households earning less than \$50,000 were found around the Texas Parkway; Cartwright Road; and FM 1092 corridors; concentrations of household incomes greater than \$75,000 were largely found in the Fort Bend Parkway corridor area and extending out to the southern parts of the City and in to its ETJ.

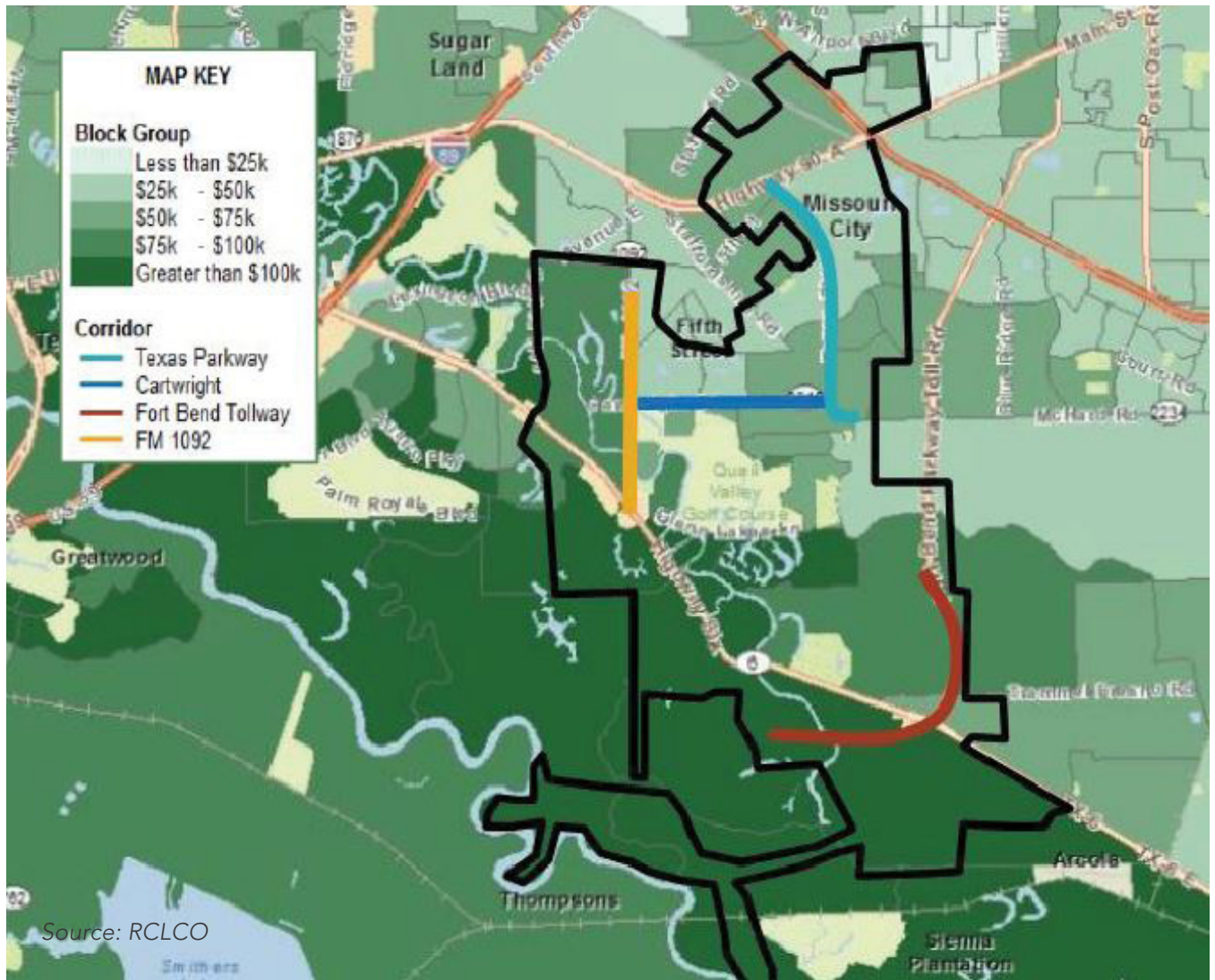
The poverty level in the City, as measured by the U.S. Census has increased slightly; however, the poverty level continues to remain low overall as compared to the State of Texas, Fort Bend and Harris counties. The 2009 Comprehensive Plan found that just 2.4 percent of all of the City's households were classified as living in poverty compared with 3.8 percent of all households by 2015. Comparatively, in 2015, the poverty rate in the State of Texas was calculated as 15.9 percent; in Fort Bend County seven percent; and in Harris County 16.6 percent.

**The Southwest Houston Region is one of the fastest growing areas of Houston with some of the top selling master-planned communities in the country.**

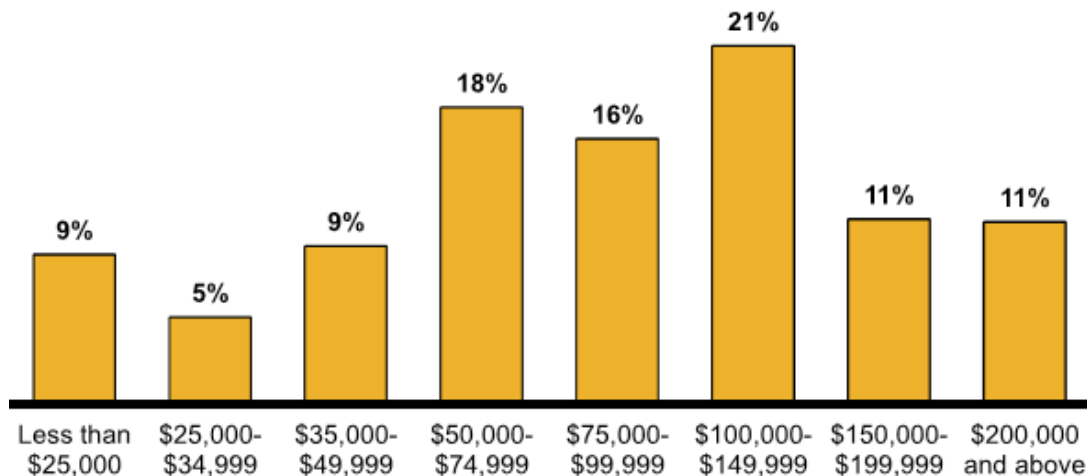
Source: RCLCO



**MAP 2.3: MEDIAN HOUSEHOLD INCOME BY U.S. CENSUS BLOCK GROUP  
SOUTHWEST HOUSTON, TEXAS 2014**



**FIGURE 2.5: HOUSEHOLDS BY INCOME**



Source: RCLCO

## HOUSING UNITS

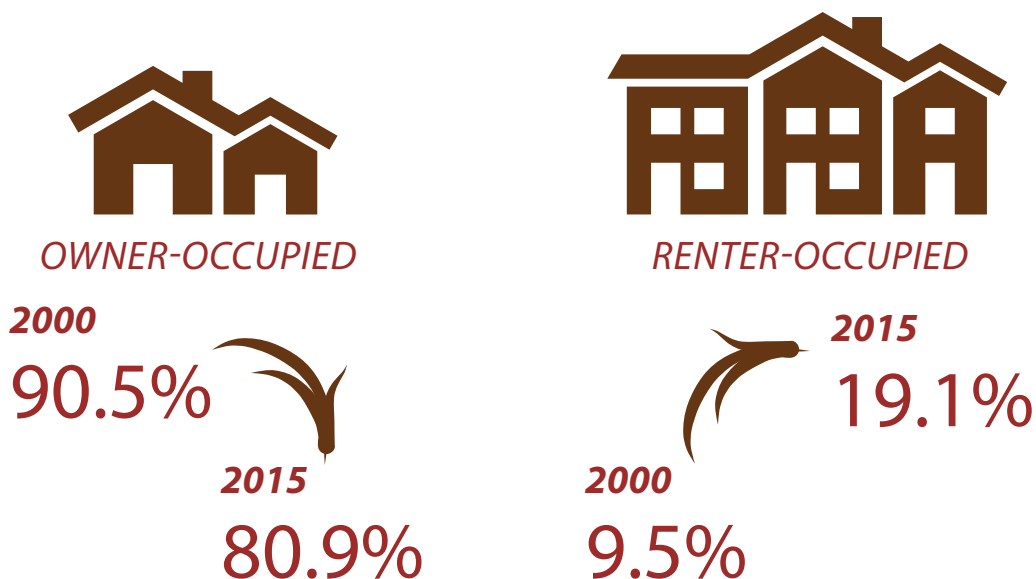
Household growth within Missouri City has been primarily due to the community's proximity to job centers within the Houston metropolitan area. Of that growth, single family detached dwelling units remain the predominant type of housing within the City. However, as the City's population ages, so too are the ages of its residential structures. As neighborhoods age, additional requirements begin to surface including a need for home repairs, home expansions, landscape upkeep, sidewalk replacement and street repaving.

In 2015, it is estimated that single family, detached dwelling units made up approximately 90.7 percent of all housing found in the City; a decrease of about 2 percent from the 2009 Comprehensive Plan. This percent decrease is correlated with a slight increase in the number of townhouse and multifamily units constructed in the City between Census 2000 and the 2015 estimate. During this same time-frame, the percentage of structures constructed almost 30 or more years prior to this timeframe, increased. By 2015, approximately 51 percent of the City's total housing stock was built in 1989 or prior years.

Owner-occupancy rates remain high, however the rates have decreased over time possibly due to increases in the age of the population, decreases in household size and the increasing availability of non-single family residential structures. Since the 2009 Comprehensive Plan, the owner-occupancy rate has declined from 90.5 percent to 80.9 percent in 2015. Conversely, renter-occupancy has steadily increased from 9.5 percent to approximately 19.1 percent in 2015. Renter occupancy exists throughout City; however, such occupancy concentrations can be found in areas along the Texas Parkway, Cartwright Road, and FM 1092 corridors; and along the southern portion of the Fort Bend Parkway corridor, south of State Highway 6.

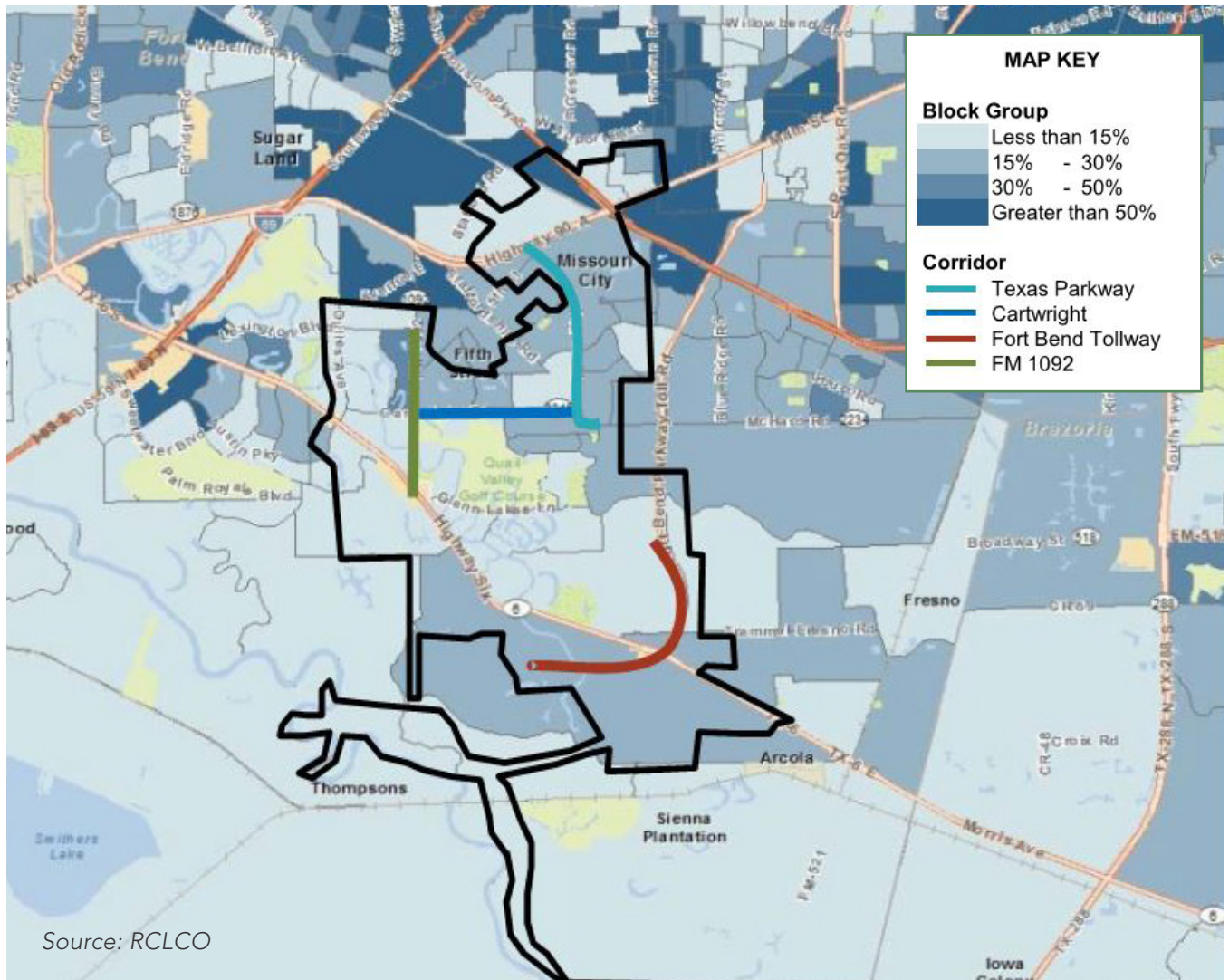
It is commonly suggested that higher rates of owner-occupancy are more likely associated with neighborhood stability. Home ownership typically inspires residents to maintain their properties and invest in their homes. Conversely, renter-occupancy tends to have a negative perception. The choice to rent; however, can be influenced by a multitude of factors, including a person's age, income and the availability of housing types. Having a greater variety in dwelling types and sizes, such as townhomes, patio homes and multifamily dwelling styles, may create more options for potential Missouri City residents as well as for existing residents wishing to "downsize" at some point without leaving the area.

**FIGURE 2.6: HOMEOWNERSHIP AND RENTAL OCCUPANCY**



Source: 2011-2015 ACS 5-year Estimates





**MAP 2.4: RENTER PROPENSITY BY U.S. CENSUS BLOCK GROUP  
SOUTHWEST HOUSTON, TEXAS 2014**





## EDUCATIONAL ATTAINMENT

Educational attainment is an important contributor to the future quality of life in a community. As the global economy becomes less industrial and increasingly more technologically based, more and more employment opportunities are requiring postsecondary education and training. According to a 2012 Kinder Institute for Urban Research Education Survey, an estimated “90 percent of the fastest-growing jobs, 60 percent of all new jobs, and 40 percent of all manufacturing jobs now require some postsecondary education.” Additionally, a study conducted by the American Education Research Association found a correlation between the ability of a student to read at grade level by 3rd grade and the likelihood that the same student will graduate on time or pursue advanced studies. Research further suggest a clear divide in educational attainment along the lines of race and ethnicity.

Missouri City has an educated population and has taken steps to prepare its youth for the future. According to the 2015 Census estimates, 92 percent of Missouri City adults, aged 25 years and older had a high school diploma or equivalency; 45 percent of this population had obtained a bachelor or more advanced degree. At the other end of the spectrum, nearly 78 percent of the population aged 14 years or younger were enrolled in a preschool, kindergarten or elementary (1st - 8th grades) aged school program.

Missouri City does not operate educational institutions within the community. Instead, the City works collaboratively with independent public and private entities who manage and provide educational services. The two largest primary and secondary school districts that have campuses within the City or serve portions of the community are Fort Bend County Independent School District and Houston Independent School District. In addition, there are numerous child care facilities, charter and private schools which also provide educational offerings within the City.

In the fall of 2017, Houston Community College is expected to open its newly relocated Missouri City campus situated on the Texas Parkway corridor. The new campus, called the Center for Entrepreneurship, Technology and Health will provide the college system’s core academic programs in addition to course work and training in small business, entrepreneurial and business administration. The Missouri City campus will also provide training for healthcare industry professions including medical assistants and emergency medical technicians.

**TABLE 2.3:  
FBISD SCHOOL CAMPUSES  
LOCATED WITHIN MISSOURI CITY  
OR ITS ETJ**

<b>HIGH SCHOOLS</b>
Elkins High School
Hightower High School
Marshall High School
Progressive High School
Ridge Point High School
<b>MIDDLE SCHOOLS</b>
Baines Middle School
Lake Olympia Middle School
Missouri City Middle School
Quail Valley Middle School
Thornton Middle School <i>*Scheduled to open Fall 2018</i>
<b>ELEMENTARY SCHOOLS</b>
Armstrong Elementary School
Glover Elementary School
Hunters Glen Elementary School
Jones Elementary School
Lantern Lane Elementary School
Leonetti Elementary School <i>*Scheduled to open Fall 2017</i>
Lexington Creek Elementary School
Palmer Elementary School
Quail Valley Elementary School
Scanlan Oaks Elementary School
Schiff Elementary School
Sienna Crossing Elementary School

*Source: FBISD and the City of Missouri City*



## Fort Bend Independent School District (FBISD)

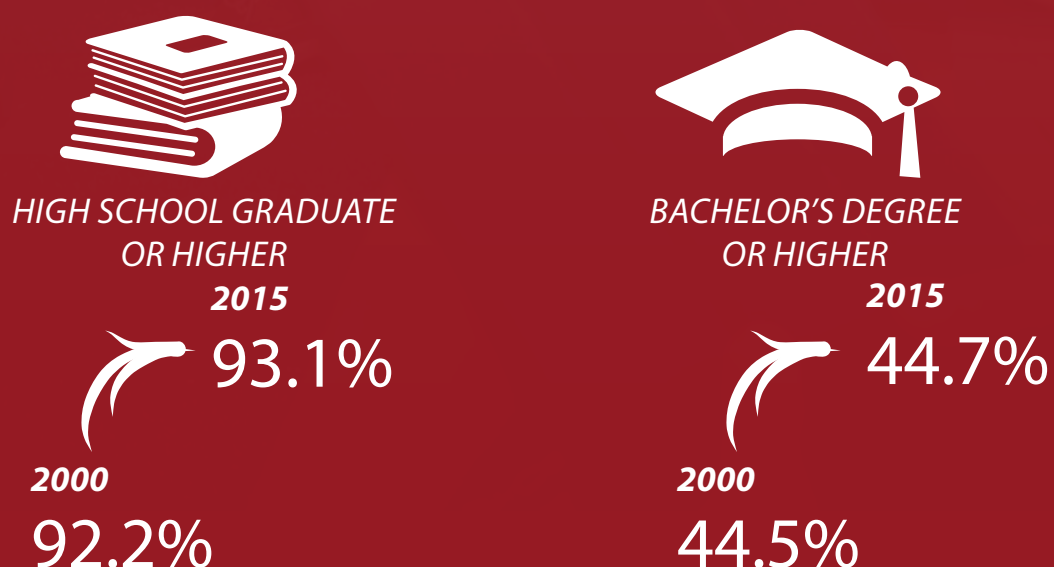
The quality of a school district and the performance of its campuses have been shown to have a direct influence, both positive and negative, on decisions which impact development within a community. Many new residents make decisions on the purchase of a home based upon the strength of the educational system. Additionally, the performance of school districts and its campus' influence new or continued investment or development in areas of the community.

FBISD is a public education district which serves most of the student population located within Missouri City and its ETJ. The District is the seventh largest in Texas with approximately 74,500 students in 75 campuses. The district serves families who speak more than 90 languages and dialects.

There are five high schools; four middle schools; and 11 elementary schools located within Missouri City or its ETJ. An additional elementary school, named after long time area resident and businessman Donald Leonetti is scheduled to open for the 2017 -2018 school year within the City's ETJ. A middle school, named in honor of Ronald Thornton, is set to open in Fall 2018.

FBISD is frequently recognized for its exceptional performance. Several campuses located within Missouri City have been designated as Exemplary or Recognized by the Texas Education Agency accountability ratings (TEA). However, the District has worked over the last several years to bridge achievement gaps among its many racial and ethnic groups including in the areas of student attendance and disciplinary actions.

FIGURE 2.7: EDUCATIONAL ATTAINMENT (POPULATION 25 YEARS AND OVER)



Source: 2011-2015 ACS 5-year Estimates

*“Missouri City’s ability to offer highly skilled, higher paying employment opportunities for current residents will help protect and even elevate the socioeconomic condition of older areas of the city, enhance the ability to redevelop and improve retail offerings, and improve the area’s quality of life.”*

- Missouri City Commercial Corridor Study (2016)

**TABLE 2.4: MAJOR EMPLOYERS**

EMPLOYER	2016			2007		
	EMPLOYEES	RANK	% OF TOTAL CITY EMPLOYMENT	EMPLOYEES	RANK	% OF TOTAL CITY EMPLOYMENT
Fort Bend ISD	975	1	1.32%	730	1	1.90%
Wal-Mart Stores, LLP	650	2	0.88%	350	2	0.91%
Ben E. Keith*	395	3	0.53%	NA	NA	NA
City of Missouri City	331	4	0.45%	294	3	0.77%
Twin Star Bakery*	299	5	0.40%	NA	NA	NA
HEB	265	6	0.36%	230	4	0.60%
Kroger	172	7	0.23%	210	5	0.55%
Home Depot	150	8	0.20%	107	9	0.28%
Super Target	255	9	0.34%	175	6	0.46%
Niagara Bottling (Lakeview Business Park)*	133	10	0.18%	NA	NA	NA
Memorial Herman - Fort Bend**	NA	NA	NA	350	2	0.91%
YMCA	-	-	-	130	7	0.34%
Quail Valley Country Club	-	-	-	114	8	0.30%
<b>Total</b>	<b>3,625</b>		<b>4.89%</b>	<b>2,690</b>		<b>7.02%</b>

\* Development did not exist in 2007.

\*\* Memorial Herman Fort Bend Hospital closed its Missouri City location in December 2006.

Source: Missouri City Comprehensive Annual Financial Report, July 2016



## EMPLOYMENT CHARACTERISTICS

The ability of Missouri City to offer highly skilled, higher paying employment opportunities for current and future residents will help protect and even elevate the socioeconomic condition of older areas of the city; enhance the ability to redevelop; improve retail offerings; and improve the area's quality of life. Therefore, increasing the employment base within the local area will be key to Missouri City's long term success.

Growth within the Houston metropolitan area has been strong, largely due to the energy market. Other markets, however, including education and health services are projected to lead employment growth into the future. These two industries, fueled by strong household growth and professional and business services, are expected to add 62,000 and 69,000 new jobs, respectively, over the next five years; accounting for 37 percent of all area-wide employment growth.

The 2015 Census estimates project that approximately 70 percent of the Missouri City population, age 16 years or older, are presently within the labor force. Of these, the majority, 50.2 percent, are employed in management, business, science and arts occupations. A little over a quarter of this population is employed in sales and office positions (25.6 percent). Almost 30 percent of this population is employed in educational and health services.

Many of the current jobs located within Missouri City are lower paying and service-oriented. These jobs are largely filled by employees commuting into the City from other parts of the metropolitan area. Missouri City's household growth has been strong in large part due to its proximity to job centers throughout the metropolitan area. The completion of the Fort Bend Parkway corridor has increased the community's access to employment opportunities within the City and surrounding communities.

Since the 2009 Comprehensive Plan, the City has added hundreds of new jobs through developments including the Lakeview Business Park, Ben E. Keith distribution facility, Twin Star Bakery and FedEx Ground warehouse. These developments represent the food services, energy and shipping sectors.

*While the area enjoys the region's highest concentration of quality master-planned communities and retail nodes,*

**OVER  
80%**  
*of residents*  
**COMMUTE**  
*out of the county for employment.*

*Source: Missouri City Commercial Corridor Study (2016), RCLCO*

